



PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 9/21/2012

Client: OH- PROTECT YOUR VOTE 2012 **Estimate:** 2724
Media: TV **Description:** OH PROTECT YOUR VOTE 2012
Product: ISSUE 2 **Flight Start Date:** 9/24/12 5:00:00 AM
Market: Cincinnati **Flight End Date:** 10/7/12 4:59:00 AM

Separation between spots: 10

					Days	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots
Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	9/24	9/25	9/26	9/27	9/28	9/29	9/30	10/1	10/2	10/3	10/4	10/5	10/6	10/7	
WKRC-TV																				
10	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$1,200.00	\$1,020.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
11	Sa 8:00a-9:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2
12	Sa 9:00a-10:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2
13	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$2,500.00	\$2,125.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
14	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
15	Su 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1	2
Total Spots:						3	3	3	3	3	2	1	3	3	3	3	3	2	1	36
Total Cost:			\$75,000.00	\$63,750.00																
Total																				
SEP 12			\$37,500.00	\$31,875.00																18
OCT 12			\$37,500.00	\$31,875.00																18

Signature: _____

Disclaimer:



Summary by Station/System

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
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WKRC-TV	36	\$75,000.00	100%	\$63,750.00	100%
Market Total:	36	\$75,000.00		\$63,750.00	